

Message Text

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43

ACTION ARA-10

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R 061305Z APR 76

FM AMCONSUL SAO PAULO

TO USDOC WASHDC

INFO AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

SECSTATE WASHDC 6852

UNCLAS SAO PAULO 0750

PASS WANDA ALE SAO/TM

COMMERCE PASS FIELD OFFICE SAN JUAN PUERTO RICO

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: U.S. POLLUTION CONTROL EQUIPMENT TRADE MISSION TO
BRAZIL AND COLOMBIA

1. POLLUTION CONTROL EQUIPMENT TRADE MISSION ENDED APRIL 2
AFTER ACCOMPLISHING OBJECTIVES IN SAO PAULO AND ACHIE-
VING PRINCIPAL OBJECTIVES OF CCP CAMPAING FOR POLLUTION
CONTROL EQUIPMENT. EXPECTED 12 MONTH SALES: 2.7 MILLION
DOLLARS. MISSION MEMBERS UNANIMOUSLY AGREED THAT APPOINT-
MENTS (OVER 100) WERE HIGH QUALITY AND WELL SCHEDULED, AND
THAT BOTH CONGEN AND TRADE MISSION STAFFS WERE ALERT AND
ATTUNED TO THEIR NEEDS, PROVIDING SOLID SCHEDULES AND
MAKING NEW APPOINTMENTS AS OPPORTUNITIES OF MISSION MEMBERS
DEVELOPED.

2. MISSION MEMBERS AGREED SAO PAULO IS LARGEST SINGLE
MARKET IN LATIN AMERICA FOR POLLUTION CONTROL EQUIPMENT
BUT THERE ARE APPARENTLY SUFFICIENT MANUFACTURERS IN STATE
OF SAO PAULO TO SUPPLY 90 PERCENT OF BRAZILIAN MARKET TH-
ROUGH JOINT VENTURES OR LICENSES. MISSION MEMBERS ALSO NOTED
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LARGE NEED FOR ENGINEERING AND SYSTEM DESIGN TO MAKE COM-

PONENTS OPERATE EFFECIENTLY. THE NEED FOR ENGINEERING KNOW-HOW AND ADDITIONAL POLLUTION CONTROL PRODUCTS NOT REPRESENTED IN THIS MISSION, BUT TO BE MENTIONED IN DIRECTOR'S REPORT, SHOULD JUSTIFY ANOTHER TRADE MISSION TO SAO PAULO AND/OR A TRADE SHOW/SEMINAR WITH ABOUT 25 COMPANIES IN FUTURE SAO PAULO TRADE CENTER.

3. MISSION MEMBERS AGREED THAT EXCELLENCE OF CONGEN'S SUPPORT AND GENERAL ATTITUDE WAS UNSURPASSABLE BRIEFING AND MARKETING INFORMATION PROVIDED BY CONGEN STAFF WAS EXTREMELY USEFUL. RECEPTION AT CONSUL GENERAL'S RESIDENCE FOR OVER 100 GUESTS WAS OPTIMUM SIZE AND WELL BALANCED BETWEEN GOVERNMENT AND BUSINESS CONTACTS. THE HIGH DEGREE OF PROFESSIONALISM OF THE POST WAS CLEARLY REFLECTED IN THE COMPETENCE OF CONSUL GENERAL CHAPIN, ECONOMIC/COMMERCIAL SECTION CHIEF HEFLIN, CONTROL OFFICER TELLER AND FSL COMMERCIAL SPECIALIST ALTENFELDER SILVA. MISSION DIRECTOR IS ALSO MOST APPRECIATIVE OF FULL AND EFFECTIVE SUPPORT FROM USIS SAO PAULO.

4. SALES PRESENTATION HELD APRIL 2, AT CETESB (SAO PAULO'S EQUIVALENT OF EPA) WAS VERY SUCCESSFUL AND PRESS COVERAGE OF THAT EVENT AND MISSION IN GENERAL WAS BEST EVER. ON SAME DAY, MAJOR SAO PAULO TV CHANNELS CARRIED, FILMED REPORTS OF SALES PRESENTATION INCLUDING CLOSE-UP SHOT OF EQUIPMENT IN OPERATION, AND INTERVIEWS WITH MISSION DIRECTOR, AND CETESB DIRECTOR/PRESIDENT DR. RENATO JOAO BAPTISTA DELLA TOGNA. IN ONE INTERVIEW DR. DELLA TOGNA ACKNOWLEDGED GENERAL GOVERNMENT IMPORT RESTRICTIONS BUT ENCOURAGED IMPORTS OF NEW PRODUCTS AND TECHNOLOGY TO COMBAT POLLUTION IN SAO PAULO.

5. POST COMMENT: SUCESS OF THIS MISSION IS LARGELY ATTRIBUTABLE TO EXCELLENCE OF FIRMS SELECTED AND INDUSTRIOUSNESS OF THEIR REPRESENTATIVES. MISSION MEMBERS HAD ALSO BEEN WELL BRIEFED IN WASHINGTON AND THUS COULD MAKE OPTIMUM USE OF TIME HERE. THE POST'S PROGRAM WOULD NOT HAVE BEEN SUCCESSFUL IF THERE HAD NOT BEEN CAREFUL PROCUREMENT OF PARTICIPANTS BY USDOC A THOROUGH PREPARATION AND BRIEFING BY THE ADVANCE OFFICER, AND COMPETENT, IMAGINATIVE LEADERSHIP OF THE MISSION DIRECTOR POST CONCURS WITH MISSION'S ASSESSMENT OF MARKET IN SAO PAULO AND BELIEVES PROSPECTS ARE VERY GOOD FOR SUCCESSFUL UNCLASSIFIED

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TRADE SHOW/SEMINAR AT THE SAO PAULO TRADE CENTER DURING THE LATTER HALF OF FY '77.
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